THIRD ANNUAL

RADIO LISTENER SURVEY

by

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H. J. Skornia
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INTRODUCTION

OBJECTIVES:

In keeping with its policy of cooperating with commercial radio stations, of familiarizing its students with possible approaches to audience research within given limitations, and of contributing findings to the total of existing research facts, the Department of Radio this year presents the results of its Third Annual Survey of Radio Listeners. Because this survey is intended only for general purposes, the cities covered are not identified by name.

In this survey findings have been classified in several ways not previously attempted, to our knowledge: What is the effect of the number of radio stations in an area on the number of listeners, or the extent to which they protest or commend? To what extent do bad commercials result in boycott of a product and how many listeners admit that they find some commercials pleasant to listen to? How useful are the early morning hours for radio listening? What are listeners' reactions to the adequacy of news by radio? How do survey results differ when questions are asked by telephone as compared to when they are asked by personal interview? Such are some of the questions asked and answered in this survey. It is our hope that the answers provided may be of as much interest to the industry and its students as the two past surveys have been. The students of radio at Indiana University have, in the words of one of them, "learned more by talking to the consumer of radio than reading the works of its critics and operators." If this is true, one objective of the survey has already been achieved. It is our hope, with this survey, to stimulate more and more new survey approaches by educational institutions.

Once again we offer our facilities, within the limitations of our modest resources, to stations and organizations wishing objective answers to questions about radio listening and listeners. Suggestions for future surveys will, as in the past, be welcomed, in the hope that, little by little, more facts may be available to govern the development radio must take if it is to retain listeners and interest non-listeners.

SAMPLE SIZE AND AREA SURVEYED:

This survey was carried out by sixty radio students in their respective home towns during the Christmas holiday of December 1948-January, 1949. Twenty-eight Indiana cities and towns, eleven U. S. towns and cities outside Indiana, and one Canadian city was covered in this survey for a total of 1957 (1200 in Indiana) personal interviews and telephone calls, these two types of interviews being approximately equally divided in order to compare the results of the two approaches for the same and comparable areas.

Of the cities surveyed, 17 were non-station cities, 8 were 1-station cities, 3 were 2-station cities, 3 were 3-station cities, and 11 were cities with 4 or more stations. This cross-section of student home towns is fairly typical for Indiana University and is also

fairly typical of the situation in which American listeners, throughout the country, 80 percent of whom live on farms or in cities of 25,000 or less, find themselves. Under the heading of "up to 15,000" are included farmers and other rural residents as well as small towns. Because the survey had to be run during the abnormal holiday period, and because our two previous surveys have quite completely covered the field, programs listened to or preferred were not asked for in this survey.

Finally the sample covered in this survey is less than half as large as those of our two previous surveys, although it used the same coincidental method and similar, though less specific, occupational classifications, in order not to reduce the numbers in any one group to too small a figure to be significant.

NOTE REGARDING PERCENTAGES AND AVERAGES:

For all Tables attention is called to the inevitability of variance in averages by the various classifications, one from another. For example although it would appear that the averages in all five groups for each table should be the same, the fact that the relative size of the various sub-classifications differ widely (only one city was surveyed in Canada, for a very small sample, yet in the average for "By States" it would serve as 1/3 of the computation) reveals how different desirable or undesirable results could be obtained by using the method which best serves one's purposes. This is a sobering thought in evaluating the importance to attach to such a survey for proving audience response, particularly in view of the extremely small number of listeners sometimes found at any one of the 150 or so periods per week generally reported on national surveys.

In general the averages found in the "Phone versus Personal Interview" and "Occupations" Tables are more nearly the average that would be secured by individuals than that of any other classification, since the subdivisions within these two groups are of more nearly equal size than those of the other categories.

TABLE I.

ARE THERE RADIO COMMERCIALS YOU FIND ENJOYABLE?

BY OCCUPATION	YES
Agriculture, Forestry & Fishery	65.3 %
Construction	57.3 %
Manufacturing	59.2 %
Transportation & Communication	60.1 %
Wholesale and Retail Trade	60.3 %
Finance, Insurance & Real Estate	66.3 %
Business & Repair Service	58.9 %
Personal Service	70.7 %
Amusement & Recreation	65.5 %
Professional	60.4 %
Government	56.6 %
Unemployed & Retired	58.6 %
Average	61.6 %
BY STATES	
In Indiana	62.3 %
Outside Indiana (in U.S.)	57.8 %
In Canada	46.6 %
Average	55.6 %
BY STATIONS IN CITY	
1 Station	66.4 %
2 Stations	52.9 %
3 Stations	61.9 %
4 or More Stations	57.0 %
No Stations	65.1 %
Average	60.7 %
BY POPULATION	
Up to 15,000	64.9 %
15,001 to 25,000	60.3 %
25,001 to 50,000	73.8 %
50,001 to 100,000	58.5 %
Over 100,000	57.1 %
Average	62.9 %
PHONE VS. PERSONAL INTERVIEW	
Phone	65.0 %
Personal	59.3 %
Average	62.2 %
Average of Above Averages	60.6 %

General conclusions which may be false can easily be drawn from this Table. Such conclusions should be avoided. Although it is interesting to note an apparently more critical reaction to commercials in cities of 50,000 or over than in smaller cities and towns, Indiana listeners seem to find more commercials enjoyable than non-Indiana U.S. listeners, while Canadian listeners, if our small sample is adequate to indicate even a trend, seem to find less enjoyable commercials, than U.S. listeners.

This Table, like all the others, raises the question of the greater suggestibility of personal interviews as compared to telephone surveys. It also suggests that no-station and one-station towns, in which a larger proportion of listening is probably to clear and strong regional channel stations, hear more good commercials than those with more stations in town, in which case more local stations would seem to be involved. The effect of increasing competition, and different kinds of competition, would also be interesting to study in this connection.

TABLE II.

ARE THERE ANY PRODUCTS YOU REFUSE TO BUY BECAUSE OF WHAT YOU CONSIDER BAD COMMERCIALS?

BY OCCUPATION	YES
Agriculture, Forestry & Fishery	16.0 %
Construction	12.7 %
Manufacturing	10.7 %
Transportation & Communication	11.2 %
Wholesale and Retail Trade	12.3 %
Finance, Insurance & Real Estate	8.6 %
Business & Repair Service	14.0 %
Personal Service	13.0 %
Amusement & Recreation	15.6 %
Professional	16.8 %
Government	15.6 %
Unemployed & Retired	11.4 %
Average	13.2 %
BY STATES	
In Indiana	13.7 %
Outside Indiana (in U.S.)	11.7 %
In Canada	6.6 %
Average	10.7 %
BY STATIONS IN CITY	
1 Station	12.0 %
2 Stations	11.8 %
3 Stations	18.0 %
4 Stations	12.6 %
No Stations	12.4 %
Average	13.4 %
BY POPULATION	
Up to 15,000	13.0 %
15,001 to 25,000	8.0 %
25,001 to 50,000	12.4 %
50,001 to 100,000	16.0 %
Over 100,000	14.2 %
Average	12.7 %
PHONE VS. PERSONAL INTERVIEW	
Phone	16.7 %
Personal	11.6 %
Average	14.2 %
Average of Above Averages	12.8 %

In this Table, as might be expected, professional persons seem to be found most likely of all groups to boycott products sponsoring "bad" commercials. Not so expected was the discovery that farmers, who made up all but about 20% of the "Agriculture, Forestry, and Fishery" classification, were second highest in this regard.

The other subdivisions seem to reveal results consistent with observations made earlier regarding city size, personal interview effects, etc. The three-station cities (two in Indiana, two in the East) seem to arouse the most rebellion to products, yet in Table I people in these areas were reasonably average in their reaction. The answer would seem to be that there is no such thing as an average listener, any more than there is an average two-, three-, or four-station town or city. As soon as individual listeners are statistically broken apart into their separate replies or parts, and added together again, a quite different composite emerges than could be found in any one of the listeners questioned.

TABLE III.

HAVE YOU EVER WRITTEN STATIONS OR SPONSORS ABOUT PROGRAMS?

BY OCCUPATION	YES
Agriculture, Forestry & Fishery	16.0 %
Construction	15.4 %
Manufacturing	7.9 %
Transportation & Communication	14.6 %
Wholesale and Retail Trade	11.8 %
Finance, Insurance & Real Estate	12.5 %
Business & Repair Service	13.0 %
Personal Service	17.9 %
Amusement & Recreation	10.9 %
Professional	17.6 %
Government	8.4 %
Unemployed & Retired	11.6 %
Average	13.1 %
BY STATES	
In Indiana	13.0 %
Outside Indiana (In U.S.)	14.1 %
In Canada	13.3 %
Average	13.5 %
BY STATIONS IN CITY	
1 Station	15.0 %
2 Stations	8.8 %
3 Stations	11.2 %
4 Stations	13.3 %
No Stations	14.7 %
Average	12.6 %
BY POPULATION	
Up to 15,000	16.4 %
15,001 to 25,000	13.0 %
25,001 to 50,000	7.6 %
50,001 to 100,000	13.0 %
Over 100,000	12.5 %
Average	12.5 %
PHONE VS. PERSONAL INTERVIEW	
Phone	15.5 %
Personal	12.3 %
Average	13.9 %
Average of Above Averages	13.1 %

Considering the fact that professional people have often been mentioned as examples of non-writers, leaving the "running of radio" by mail to the Ma Perkins listeners, this Table is very interesting. In a general way listeners in small towns, and in towns with one station or none, seem to be highest in the classification. Information not compiled, however, proves the danger of identifying a group which says it has written (at least once) with those who write frequently.

A mail count at various stations, broken down occupationally, would, we believe, reveal interesting results concerning frequent writers as opposed to those whose influence is very rarely exerted by mail. The figures representing manufacturers' and governments' employees as writers of letters are generally in line with the results of previous Indiana University surveys concerning these groups' interest in radio, regardless of whether they are for or against it.

TABLE IV

DO YOU OWN A RECEIVER TO ENABLE YOU TO HEAR FM?

	YES
BY OCCUPATION	
Agriculture, Forestry & Fishery	17.3 %
Construction	24.5 %
Manufacturing	26.7 %
Transportation & Communication	21.3 %
Wholesale and Retail Trade	31.6 %
Finance, Insurance & Real Estate	27.8 %
Business & Repair Service	27.3 %
Personal Service	24.3 %
Amusement & Recreation	34.3 %
Professional	30.6 %
Government	24.1 %
Unemployed & Retired	28.7 %
Average	26.5 %
BY STATES	
In Indiana	25.3 %
Outside Indiana (in U.S.)	34.4 %
In Canada	20.0 %
Average	26.5 %
BY STATIONS IN CITY	
1 Station	30.3 %
2 Stations	34.0 %
3 Stations	20.5 %
4 Stations	29.7 %
No Stations	26.1 %
Average	28.1 %
BY POPULATION	
Up to 15,000	26.8 %
15,001 to 25,000	19.8 %
25,001 to 50,000	31.7 %
50,001 to 100,000	28.9 %
Over 100,000	29.2 %
Average	27.3 %
PHONE VS. PERSONAL INTERVIEW	
Phone	28.7 %
Personal	26.9 %
Average	27.8 %
Average of Above Averages	27.2 %

In another year, with television on the air in Indiana, the same question will be asked regarding television receivers. Interviewers did not accept guesses in answer to this question. Unless the listener owned a receiver with 88 - 108 mc. band reception plainly visible, he was listed as a non-FM owner. Although certain Indiana areas with FM stations were found to have as high as 60% ownership, some Indiana areas with FM stations a year or more old had below 20%. FM stations in low-ownership FM areas would seem to be leaving something to be desired, irrespective of the merits of FM or AM, if they arouse no more curiosity than this about FM. In general, FM ownership seems lower in Indiana than in any of the areas surveyed except Canada, where little FM reception is available. Rural FM ownership, as might be expected in this phase, is lowest. Only two FM stations in all were located in the 3-station cities listed.

TABLE V.

DO YOU FEEL THAT RADIO IS FAIR IN ITS PRESENTATION OF NEWS?

	YES
BY OCCUPATION	
Agriculture, Forestry & Fishery	84.0 %
Construction	84.5 %
Manufacturing	89.5 %
Transportation & Communication	90.5 %
Wholesale and Retail Trade	85.4 %
Finance, Insurance & Real Estate	88.4 %
Business & Repair Service	92.1 %
Personal Service	86.1 %
Amusement & Recreation	89.1 %
Professional	83.5 %
Government	89.1 %
Unemployed & Retired	89.6 %
Average	87.7 %
BY STATES	
In Indiana	88.4 %
Outside Indiana (in U.S.)	81.3 %
In Canada	93.3 %
Average	87.7 %
BY STATIONS IN CITY	
1 Station	87.2 %
2 Stations	86.5 %
3 Stations	79.5 %
4 Stations	87.9 %
No Stations	90.5 %
Average	86.3 %
BY POPULATION	
Up to 15,000	89.0 %
15,001 to 25,000	86.9 %
25,001 to 50,000	88.3 %
50,001 to 100,000	89.6 %
Over 100,000	85.2 %
Average	87.8 %
PHONE VS. PERSONAL INTERVIEW	
Phone	83.6 %
Personal	88.8 %
Average	86.2 %
Average of Above Averages	87.1 %

The different suggestibility to different listeners, for all questions, is illustrated in this one. If a newspaper survey were in progress how fair would the newspaper have been considered? Canadian listeners, if the small sample has any validity, seem quite sure their radio news is fair. U. S. three-station cities seem least sure, but radio journalism in Indiana seems to enjoy general respect as compared with that of other U. S. areas covered. Personally interviewed people, again, seemed more positively inclined than those interviewed by telephone. Professional people and residents of large cities seemed less sure of the fairness of radio news than other groups. It would be interesting to ask the same type of question, classifying the replies of respondents by political affiliation.

TABLE VI.

ARE YOU SATISFIED WITH THE AMOUNT OF LOCAL NEWS YOU GET?

BY OCCUPATION	YES
Agriculture, Forestry & Fishery	66.6 %
Construction	79.1 %
Manufacturing	73.9 %
Transportation & Communication	81.4 %
Wholesale and Retail Trade	84.5 %
Finance, Insurance & Real Estate	72.7 %
Business & Repair Service	76.8 %
Personal Service	73.1 %
Amusement & Recreation	78.1 %
Professional	80.7 %
Government	73.5 %
Unemployed & Retired	70.1 %
Average	75.9 %
BY STATES	
In Indiana	77.2 %
Outside Indiana (In U.S.)	77.4 %
In Canada	90.0 %
Average	81.5 %
BY STATIONS IN CITY	
1 Station	69.0 %
2 Stations	74.7 %
3 Stations	88.4 %
4 Stations	83.6 %
No Stations	70.1 %
Average	77.2 %
BY POPULATION	
Up to 15,000	74.6 %
15,001 to 25,000	74.5 %
25,001 to 50,000	58.0 %
50,001 to 100,000	71.5 %
Over 100,000	86.4 %
Average	73.0 %
PHONE VS. PERSONAL INTERVIEW	
Phone	72.9 %
Personal	79.4 %
Average	76.2 %
Average of Above Averages	76.8 %

Listeners in general seem to be surer of the fairness of the news they hear by radio than they are of the adequacy of its local coverage. Is there a relation in three-station cities, between satisfaction with the amount of local news and the number of bad commercials against which they protest (see Tables I. and II.)? The figure for cities of over 25,000 is correct, although considerably out of line with the other groups. A choice of ten other cities of over 25,000 would perhaps give a quite different answer. Could the farmers, least satisfied with the amount of local news available, be thinking of farm and market news? What do the other groups understand by the word local, or to what extent are their replies colored by their liking for sports, or their interest in special types of news? Does the greater satisfaction of big city listeners mean that they get more and better local news or that they are less interested in it?

TABLE VII

DO YOU GET MORE NEWS FROM RADIO THAN FROM THE NEWSPAPERS OR LESS?

BY OCCUPATION	MORE
Agriculture, Forestry & Fishery	48.0 %
Construction	59.1 %
Manufacturing	55.5 %
Transportation & Communication	57.3 %
Wholesale and Retail Trade	54.5 %
Finance, Insurance & Real Estate	48.1 %
Business & Repair Service	57.9 %
Personal Service	62.6 %
Amusement & Recreation	62.5 %
Professional	50.9 %
Government	59.0 %
Unemployed & Retired	51.8 %
Average	55.6 %
BY STATES	
In Indiana	55.4 %
Outside Indiana (in U.S.)	53.6 %
In Canada	60.0 %
Average	56.3 %
BY STATIONS IN CITY	
1 Station	60.2 %
2 Stations	45.3 %
3 Stations	55.0 %
4 Stations	56.8 %
No Stations	53.5 %
Average	54.2 %
BY POPULATION	
Up to 15,000	53.2 %
15,001 to 25,000	50.6 %
25,001 to 50,000	64.1 %
50,001 to 100,000	54.8 %
Over 100,000	56.3 %
Average	55.8 %
PHONE VS. PERSONAL INTERVIEW	
Phone	54.3 %
Personal	55.4 %
Average	54.9 %
Average of Above Averages	55.4 %

Try wording such a question to be fair to both radio and newspapers. Should it have been "news more often" "news more regularly" or any of a dozen other wordings rather than "more news?" If so how can the interviewer be kept from suggesting the answer he is conditioned to expect? News by radio, it appears in the untabulated notes accompanying their replies, reaches listeners by many programs other than traditional newscasts. Commercials, forums, and disc-jockey programs all had respondents who found them to have news value of one type or another. Note the one-station and two-station city positions.

This survey, like most others which attempt to record answers to questions which it is difficult to define without suggesting a reply, probably proves only an appreciation of news by radio. How can the sum of many "guesses" or opinions (ask yourself this question) be made into positive evidence or proof in this or any other survey?

TABLE VIII

AT WHAT HOUR, ON WEEK DAYS, DO YOU USUALLY BEGIN YOUR EVENING MEAL?

By Occupation	4:45	5:00	5:15	5:30	5:45
Agriculture, Forestry and Fishery		15.1%	2.7%	23.3%	2.7%
Construction		18.5%		16.7%	
Manufacturing	1.9%	19.8%	2.9%	23.5%	1.9%
Transportation & Communication	1.1%	14.3%	1.1%	18.3%	2.3%
Wholesale and Retail Trade		5.2%	1.0%	12.3%	3.0%
Finance, Insurance & Real Estate		5.8%		21.1%	4.8%
Business & Repair Service	1.5%	6.9%	1.0%	13.0%	2.0%
Personal Service		8.6%		23.3%	1.7%
Amusement & Recreation	1.6%	12.9%		22.6%	1.6%
Professional	1.2%	4.4%	.4%	14.4%	1.2%
Government	1.2%	8.4%		19.3%	
Unemployed & Retired	1.2%	15.7%		27.7%	
Averages	1.4%	11.3%	1.5%	19.6%	2.3%
By States					
In Indiana	1.3%	12.4%	1.3%	19.5%	2.0%
Outside Indiana (in U.S.)	.2%	6.9%	.4%	14.8%	1.7%
In Canada				3.3%	
Averages	1.5%	9.6%	.8%	12.5%	1.8%
Stations in City					
1 Station	.4%	9.5%	.4%	20.3%	1.5%
2 Stations		17.5%	1.9%	22.5%	1.2%
3 Stations	3.0%	10.6%	.8%	10.2%	2.6%
4 or More Stations	.5%	7.0%	1.1%	17.4%	1.5%
No Stations	1.1%	14.5%	1.1%	20.7%	2.5%
Averages	1.3%	11.8%	1.0%	18.2%	1.8%
By Population					
Up to 15,000	1.0%	13.6%	1.0%	19.3%	3.0%
15,001 to 25,000	.4%	12.3%	1.2%	16.8%	.8%
25,001 to 50,000	.7%	5.6%	.7%	21.0%	
50,001 to 100,000	.4%	19.9%	1.1%	19.9%	1.1%
Over 100,000	1.3%	6.6%	.9%	16.7%	2.2%
Averages	.7%	11.6%	1.0%	18.7%	1.8%
Phone vs. Personal Interview					
Phone	1.7%	6.8%	1.4%	15.6%	1.9%
Personal	.6%	12.8%	.8%	19.3%	1.9%
Averages	1.1%	9.8%	1.1%	17.9%	1.9%
Average of Above Averages	1.1%	11.2%	1.2%	18.3%	2.1%

6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00
39.7%	2.7%	8.2%		5.6%				
45.5%	1.8%	12.0%	.9%	4.6%				
33.0%	1.9%	8.6%	1.2%	2.9%	.3%	1.2%		.9%
34.9%	1.1%	12.5%	.6%	9.1%	.6%	1.8%		2.3%
45.3%	5.2%	16.3%	1.0%	9.0%	.7%	1.0%		
51.8%		8.7%		5.8%		1.0%		1.0%
48.6%	4.4%	15.7%	.5%	3.4%		1.0%		2.0%
37.9%	2.6%	19.0%	1.7%	5.2%				
40.4%	3.2%	9.7%		8.0%				
42.8%	3.6%	20.8%	.4%	9.2%	.4%	.8%		.4%
51.9%	3.6%	9.6%	2.4%	2.4%				1.2%
43.4%		9.6%		1.2%				1.2%
42.9%	3.0%	12.5%	1.1%	5.5%	.5%	1.1%		1.2%
41.8%	2.6%	12.2%	.7%	4.6%	.2%	.6%		.8%
42.5%	4.0%	18.0%	1.1%	8.3%	.4%	1.1%		.6%
50.0%		13.3%		30.1%		3.3%		
44.8%	3.3%	14.5%	.9%	14.3%	.3%	1.7%		.7%
46.3%	2.6%	12.8%	.7%	4.4%	.4%	.7%		
40.0%	1.9%	10.0%		3.8%				1.2%
40.8%	4.9%	14.0%	1.5%	7.9%	.4%	1.8%		1.5%
43.3%	3.3%	15.3%	.9%	7.8%	.5%	.6%		.8%
39.6%	1.8%	12.7%	.5%	4.1%		.7%		.7%
42.0%	2.9%	12.9%	.9%	5.6%	.4%	.9%		1.0%
42.0%	1.8%	13.2%	.6%	3.3%		.6%		.6%
46.5%	2.7%	11.9%	1.2%	5.0%		1.2%		
43.4%	2.7%	14.7%	.7%	8.4%	.7%	1.4%		
40.5%	2.3%	9.5%	.4%	3.8%				1.1%
41.0%	3.9%	15.7%	.9%	8.2%	.5%	.9%		1.2%
42.7%	2.7%	13.0%	.7%	5.7%	.6%	1.0%		.9%
44.5%	2.8%	14.5%	1.2%	6.9%	.5%	1.2%		1.0%
41.0%	2.9%	13.3%	.6%	5.4%	.1%	.6%		.7%
42.7%	2.8%	13.9%	.9%	6.1%	.3%	.9%		.8%
42.9%	2.9%	13.0%	.9%	4.7%	.5%	1.1%		.8%

Apparently, like evening radio programs, the average family dinner generally begins on the hour and half-hour. Did radio have anything to do with fixing this home schedule? How will dinner listening be handled by television? Although this survey was made in mid-winter, dinner at 6:00 or 5:30, with 6:30 in third place, seems to be the preference of the 1957 persons who replied than "dinner at 8", or even at 7:00. Are sportscasts not frequently scheduled too late to allow the man of the house to listen in peace? The population of the city in which listeners live seems to have less effect on the dinner hour than has often been thought. Occupations seem to have a significant though less general influence than many program directors seem to believe.

TABLE IX

AT WHAT TIME DO YOU USUALLY FIRST TURN YOUR RADIO ON IN THE MORNING?

BY OCCUPATION	5:00	5:15	5:30	5:45	6:00	6:15
Agriculture, Forestry and Fishery	6.0%	1.5%	11.9%	1.5%	10.4%	1.5%
Construction					11.1%	1.1%
Manufacturing	2.3%	.4%	5.3%	1.1%	8.4%	1.5%
Transportation & Communication	1.9%			.7%	10.6%	1.3%
Wholesale and Retail Trade			.8%		4.7%	
Finance, Insurance & Real Estate					3.5%	
Business & Repair Service	1.1%				5.5%	
Personal Service	.9%		.9%		7.7%	.9%
Amusement & Recreation	1.9%				1.9%	1.9%
Professional	1.0%				4.8%	1.0%
Government	2.7%				12.3%	1.4%
Unemployed & Retired			1.4%		4.2%	
Average	2.2%	.9%	2.9%	1.0%	7.0%	1.3%
BY STATES						
In Indiana	1.7%	.2%	1.8%	.4%	7.4%	.7%
Outside Indiana (in U.S.)	.5%		1.0%		5.4%	1.0%
In Canada					6.7%	
Average	1.1%	.2%	1.4%	.4%	6.5%	.8%
STATIONS IN CITY						
1 Station	1.8%		1.8%		6.3%	1.3%
2 Stations	.8%		5.4%		11.5%	.8%
3 Stations	2.1%		1.3%		7.9%	.8%
4 or More Stations	1.0%	.2%	.5%	.2%	5.9%	.9%
No Stations	1.2%	.2%	2.2%	.8%	6.4%	.4%
Average	1.4%	.2%	2.2%	.5%	7.6%	.8%
BY POPULATION						
Up to 15,000	1.4%	.2%	2.3%	.5%	5.8%	.2%
15,001 to 25,000	2.8%		.9%	.5%	6.6%	.9%
25,001 to 50,000			2.4%		5.6%	1.6%
50,001 to 100,000	1.8%		3.2%	.5%	10.5%	1.4%
Over 100,000	.9%	.2%	.7%	.2%	6.7%	.7%
Average	1.7%	.2%	1.9%	.4%	7.0%	.9%
PHONE VS. PERSONAL INTERVIEW						
Phone	1.6%		2.0%		7.1%	1.5%
Personal	1.2%	.2%	1.5%	.4%	6.7%	.6%
Average	1.4%	.2%	1.7%	.4%	6.9%	1.0%
Average of Above Averages	1.7%	.4%	2.5%	.6%	7.1%	1.1%

TABLE IX. (Continued)

BY OCCUPATION	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15
Agriculture, Forestry and Fishery	11.9%	3.0%	14.9%		9.0%	1.5%	13.4%	
Construction	1.1%	2.0%	29.1%	3.0%	5.0%	1.1%	17.1%	1.1%
Manufacturing	7.6%	3.0%	16.6%	2.3%	10.3%	.4%	15.5%	.8%
Transportation & Communication	8.6%	1.9%	15.1%	1.3%	7.9%	3.9%	13.1%	.7%
Wholesale and Retail Trade	9.5%	3.1%	16.1%	1.6%	10.9%	1.9%	14.9%	1.9%
Finance, Insurance & Real Estate	7.1%	5.9%	15.2%	5.9%	12.8%	2.4%	24.6%	2.4%
Business & Repair Service	4.9%	1.1%	26.9%	3.3%	10.5%	.6%	11.5%	1.1%
Personal Service	7.7%	2.8%	15.3%	3.9%	10.5%	.9%	23.9%	.9%
Amusement & Recreation	1.9%	1.9%	12.9%		5.5%	1.9%	22.2%	3.7%
Professional	4.3%	1.4%	21.7%	4.3%	7.6%	2.8%	20.0%	
Government	5.5%	2.7%	28.9%	2.7%	6.8%	1.4%	12.3%	
Unemployed & Retired	1.4%	4.2%	16.7%		8.3%	1.4%	22.2%	1.4%
Average	5.9%	2.7%	19.1%	3.1%	8.7%	1.6%	17.5%	1.5%
BY STATES								
In Indiana	6.8%	2.8%	21.4%	2.4%	8.7%	1.8%	16.1%	1.1%
Outside Indiana (in U.S.)	4.6%	2.3%	13.1%	3.4%	10.2%	1.5%	18.2%	.7%
In Canada	6.7%		16.6%		16.6%		20.2%	
Average	6.0%	2.5%	17.0%	2.9%	11.8%	1.6%	18.2%	.9%
STATIONS IN CITY								
1 Station	3.2%	4.5%	20.3%	.8%	7.6%	1.8%	18.0%	.9%
2 Stations	3.8%	3.1%	16.9%	1.5%	7.7%	4.6%	15.4%	
3 Stations	5.8%	3.8%	22.5%	5.4%	8.8%	2.9%	22.1%	2.5%
4 or More Stations	7.8%	1.7%	16.6%	2.4%	8.4%	1.0%	15.5%	1.3%
No Stations	6.8%	2.3%	20.9%	2.5%	11.4%	1.0%	15.3%	.2%
Average	5.5%	3.9%	19.0%	2.3%	8.7%	2.2%	17.2%	1.2%
BY POPULATION								
Up to 15,000	6.2%	2.6%	21.3%	1.8%	12.8%	.9%	16.0%	.2%
15,001 to 25,000	5.3%	2.8%	25.0%	3.3%	8.5%	.9%	17.5%	.9%
25,001 to 50,000	2.4%	6.5%	11.4%	.8%	5.6%	.8%	21.0%	
50,001 to 100,000	5.9%	1.4%	19.5%	2.7%	7.7%	4.0%	15.0%	.5%
Over 100,000	7.6%	2.3%	17.3%	3.2%	8.2%	1.8%	16.7%	2.0%
Average	5.4%	3.1%	18.9%	2.3%	8.5%	1.6%	17.2%	.9%
PHONE VS. PERSONAL INTERVIEW								
Phone	4.7%	2.7%	19.0%	3.3%	7.8%	2.0%	17.3%	1.4%
Personal	7.0%	2.7%	19.2%	2.3%	9.8%	1.5%	16.4%	.9%
Average	5.8%	2.7%	19.1%	2.9%	8.8%	1.7%	16.8%	1.1%
Average of Above Averages	5.8%	2.9%	18.9%	2.8%	9.1%	1.8%	17.5%	1.3%

TABLE IX (Continued)

BY OCCUPATION	8:30	8:45	9:00	9:15	9:30	9:45	10:00
Agriculture, Forestry and Fishery	4.5%		3.0%		1.5%		1.5%
Construction	2.2%		14.1%		3.0%		3.0%
Manufacturing	3.4%		6.5%	.4%	1.9%		6.5%
Transportation & Communication	3.9%	.7%	10.6%		5.3%		5.9%
Wholesale and Retail Trade	3.1%		10.9%		2.3%	.4%	8.2%
Finance, Insurance & Real Estate	2.4%		3.5%	1.2%	4.7%		1.2%
Business & Repair Service	4.4%		9.3%		2.2%		12.1%
Personal Service	.9%		7.7%		1.9%		8.6%
Amusement & Recreation	3.7%		12.9%				3.7%
Professional	4.8%		10.5%	.5%	1.4%		6.2%
Government	4.1%		8.2%		1.4%		6.8%
Unemployed & Retired	5.5%		13.8%		4.2%		4.2%
Average	3.5%	.7%	9.2%	.7%	2.7%	.4%	5.6%
BY STATES							
In Indiana	3.1%	.2%	8.8%	.2%	2.4%	.1%	5.8%
Outside Indiana (in U.S.)	4.4%		9.9%	.2%	2.9%		9.9%
In Canada	3.3%		16.6%		6.7%		3.3%
Average	3.6%	.2%	11.8%	.2%	4.0%	.1%	6.3%
STATIONS IN CITY							
1 Station	3.6%	.5%	7.6%		2.3%	.5%	9.0%
2 Stations	2.3%		10.8%		3.1%		5.4%
3 Stations	.8%		5.0%	.4%	.8%		3.8%
4 or More Stations	4.0%	.2%	12.3%	.2%	3.4%		7.8%
No Stations	4.3%		7.9%	.2%	2.3%		6.4%
Average	3.0%	.3%	8.7%	.2%	2.3%	.5%	6.4%
BY POPULATION							
Up to 15,000	5.0%		8.0%	.2%	2.1%		5.5%
15,001 to 25,000	2.4%		8.0%		1.4%		7.1%
25,001 to 50,000	2.4%	.8%	10.5%		1.6%	.8%	11.4%
50,001 to 100,000	2.3%		5.5%		2.7%		9.0%
Over 100,000	3.3%	.2%	11.2%	.3%	3.3%		6.0%
Average	3.0%	.5%	8.6%	.2%	2.2%	.8%	7.8%
PHONE VS. PERSONAL INTERVIEW							
Phone	3.6%	.4%	8.6%		3.3%		6.7%
Personal	3.4%		9.5%	.3%	2.2%	.1%	6.8%
Average	3.5%	.4%	9.0%	.3%	2.7%	.1%	6.7%
Average of Above Averages	3.8%	.4%	9.3%	.4%	2.7%	.4%	6.4%

TABLE IX. (Continued)

BY OCCUPATION	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00
Agriculture, Forestry and Fishery								
Construction				2.0%				.5%
Manufacturing		.8%		2.3%		.4%		2.7%
Transportation & Communication		.7%		1.9%		1.9%		2.1%
Wholesale and Retail Trade		2.3%		4.3%	.4%	1.2%		2.7%
Finance, Insurance & Real Estate		1.2%	1.2%	1.2%		1.2%		2.4%
Business & Repair Service	.6%	2.2%						2.7%
Personal Service	.9%			2.8%				.9%
Amusement & Recreation		3.7%		11.1%				9.2%
Professional	.5%	2.8%		1.4%		1.0%		2.0%
Government				1.4%				1.4%
Unemployed & Retired				2.8%	1.4%	1.4%		5.5%
Average	.6%	1.9%	1.2%	3.1%	.9%	1.1%		3.1%
BY STATES								
In Indiana		.5%	.1%	2.1%	.1%	.3%		3.0%
Outside Indiana (in U.S.)	.7%	4.1%		3.1%	.2%	1.0%		1.7%
In Canada								3.3%
Average	.7%	2.3%	.1%	2.6%	.1%	.6%		2.7%
STATIONS IN CITY								
1 Station		.9%		4.5%		.5%		2.3%
2 Stations		1.5%		1.5%		.8%		3.1%
3 Stations				.4%				2.9%
4 Stations	.5%	2.4%		2.6%	.3%	.7%		2.2%
No Stations		1.1%	.2%	2.3%		.4%		3.3%
Average	.5%	1.4%	.2%	2.2%	.3%	.6%		2.7%
BY POPULATION								
Up to 15,000		.9%	.2%	2.3%		.2%		3.4%
15,001 to 25,000		.5%		1.9%		.9%		1.9%
25,001 to 50,000		3.2%		4.8%				6.4%
50,001 to 100,000		1.8%		2.7%		.5%		1.4%
Over 100,000	.5%	1.5%		2.0%	.3%	.6%		2.3%
Average	.5%	1.5%	.2%	2.7%	.3%	.5%		3.0%
PHONE VS. PERSONAL INTERVIEW								
Phone	.2%	1.0%		2.4%	.4%	.4%		2.6%
Personal	.2%	1.5%	.1%	2.3%		.5%		2.7%
Average	.2%	1.2%	.1%	2.3%	.4%	.4%		2.6%
Average of Above Averages	.5%	1.7%	.4%	2.8%	.4%	.7%		3.0%

Apparently America rises earlier than many sponsors would believe. Considerable segments of our population, at least four important occupational groups besides farmers and other outdoor workers, are apparently interested in radio programs at or before 6:00 AM. How many people are awake but don't turn the radio on because they will find only hill-billy or farm programs? Although a certain number of persons questioned state that they do not normally turn their radios on until 12:00 o'clock or later, morning hours would seem to be fairly useful ones for the conveying of important messages, commercial or otherwise.

TABLE X.

(Supplemental)

ON WHICH SINGLE EVENING OF THE WEEK ARE YOU AND YOUR FAMILY MOST LIKELY TO BE AT HOME, ABLE TO LISTEN TO THE RADIO?

(From Bloomington, Indiana, only, based on telephone calls to every third residential number.)

EVENING	NUMBER OF REPLIES	PERCENTAGE
1. Tuesday	325	18.4 %
2. Monday	314	17.7 %
3. Sunday	263	14.9 %
4. Wednesday	239	13.5 %
5. Thursday	238	13.4 %
6. Friday	200	11.3 %
7. Saturday	191	10.8 %
	1770	100.0 %

TABLE XI.

(Supplemental)

ON WHICH SINGLE EVENING OF THE WEEK ARE YOU OR YOUR FAMILY LEAST LIKELY TO BE ABLE TO LISTEN TO THE RADIO BECAUSE OF CLUB OR OTHER ACTIVITIES WHICH KEEP YOU AWAY FROM YOUR HOME, OR BUSY?

(From Bloomington, Indiana, only, based on telephone calls to every sixth residential number, rotated to exclude residences called for the question above.)

EVENING	NUMBER OF REPLIES	PERCENTAGE
1. Saturday	259	29.6 %
2. Friday	129	14.8 %
3. Sunday	124	14.2 %
4. Wednesday	112	12.8 %
5. Monday	87	10.0 %
6. Thursday	84	9.6 %
7. Tuesday	79	9.0 %
	874	100.0 %

COMMENT FOR SUPPLEMENTAL TABLES X AND XI, AND CONCLUSIONS:

These Tables represent the sort of survey each station or group of stations should wish to run in its own city, as a separate series or a part of a more complete questionnaire. It should of course be supplemented by replies from non-phone homes. As in the case of earlier Tables, general trends are clearly indicated. Saturday and Friday, ranking first and second as poorest radio nights in Table XI, also appear in the expected order in Table X. Tuesday night also follows expectations in both Tables. Sunday, and the middle evening of the week, however, do not follow the same patterns in the two Tables. Without the presence, in each case, of the other Table, a relatively clear picture is presented. The question that remains is whether and to what extent all such perfectly clear but unchecked Tables or surveys are true.

If our three surveys have done anything — in addition to putting students into contact with practical people and problems — they have proved that question surveys reveal an enormous amount of useful information but that, in view of the necessity, for the person questioned, to draw a distinction or reach a decision, arbitrarily and on the spot, where none clearly appeared before in his own mind is to ask for decisions which can, in many cases, be only guesses. Considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners.

Until more reliable techniques are developed, competitive stations in the same town are likely to continue to buy and use for sales purposes contradictory survey compilations. It would be simpler and less confusing to sponsors and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always truth. As long as sampling techniques are used, costly exceptions will continue to be found, if only because no man is completely like his neighbor in more than a very few points. How many times have impressive survey tables, based on "adequate samples," rated high a program with 2 or 3 listeners because the listeners to the competitive programs did not happen to be called, didn't have a phone, were tired of surveys or were too engrossed in the program to either come to the phone or care to give a civil answer when they discovered what the interruption was for?

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